

*City of Taunton
Office of the Mayor*



For Immediate Press Release: 3/5/21

Contact Person: Radka Barter

508-821-1000

MAYOR O'CONNELL ANNOUNCES SMALL BUSINESS "STEP UP" GRANT
(Sales Technology & Efficiency Professional Upgrade Program)

Taunton, MA...Today Mayor O'Connell announced that the City has established the *Small Business STEP UP Grant Program* to assist existing small businesses within the City of Taunton that are owned by minorities, women, and veterans with technology upgrades. Funding for this program is provided by state's Executive Office of Housing and Economic Development under the Urban Agenda Grant and is being managed locally by the Mayor's Office of Economic and Community Development (OECD).

"Supporting our small business community has been a priority for us since day one. I'm pleased we were able to obtain a grant that focuses on local minority owned businesses. Our new STEP UP program will help these small businesses improve marketing, customer service, and efficiency with technology upgrades. We are grateful to the Executive Office of Housing and Economic Development for giving us the opportunity to fund this new and innovative STEP UP Grant Program the City has initiated," said O'Connell.

APPLICATIONS

Applications will be accepted until **March 22, 2021 at noon**. After that date the City will accept applications on a rolling basis if funds are still available.

Applications and Guidance Documents are available on the City's Website at:

<https://www.taunton-ma.gov/economic-community-development/pages/small-business-step-grant> or

contact OECD via email at: ttorres@taunton-ma.gov or by phone: (508) 821-1030

Grants will vary based on individual needs and available funds and will assist a small business with:

- Purchase of digital, web-integrated point-of-sale system
- Website design and construction
- Social media strategy consultation and coaching

ELIGIBLE APPLICANTS:

- Must be a for-profit business
- Must have 10 or fewer employees (FTE)
- Business must be located within the City of Taunton

Must be owned (or at least 50% owned if partnership) by a woman, veteran of the United States Armed Forces, or member of a minority ethnic

###